

Amendment to the Abstract:

The Abstract has been amended. A revised Abstract is attached.

~~A method for influencing people's decisions in the market targeting products and services to consumers is disclosed.~~The method comprising the steps of: includes

~~[[-]] creating an a universe of N-attributes $V_i = [v_{1i}, v_{2i}, \dots, v_{Ni}]$, characteristics or values to be exposed to a person j ,~~

~~[[-]] showing the attributes v_i to the person j and calculating the importance, weight or sensibility that each of the attributes v_i has on the person j for affecting in future decisions in the market to be taken by that person j , and expressing the corresponding results of the calculation as $W_{ij} = [w_{1ij}, w_{2ij}, \dots, w_{Nij}]$, weights.~~

~~[[-]] The method additionally includes creating databases $A = [a_{ij}]$ and $P = [p_{ij}]$ including, for every person, the universe of attributes V_i ordered by their weight W_{ij} or by their and objective interest $Z_i = [z_{1i}, z_{2i}, \dots, z_{Ni}]$, and consulting the databases A and P and selecting only products or services having those particular attributes to be shown in the future to that person.~~

Attachment

Remarks/Arguments:

Claims 1-14 are presently pending, with all pending claims standing rejected. Applicant herein amends claims 1, 6 and 9, and cancels claim 2. Support for the amendments is found throughout the specification as originally filed. For example, see page 3, lines 13-19 and page 4, lines 6-10, 17-20, and 26-29. Applicant contends that no new matter is added.

Objection to the Specification

The Office Action recites that "The abstract of the disclosure is objected to because it is longer than 150 words and more than one paragraph." Applicant herein amends the abstract such that it is a single paragraph containing less than 150 words. Accordingly, applicant respectfully requests that the objection to the abstract be withdrawn.

The Office Action recites that "The disclosure is objected because of the following informality: margins should be one inch." The applicant is confused by this statement. Applicant's copy of the specification as filed appears to have margins of at least one inch on all sides. Applicant has attached a copy of the specification as originally filed for the Examiner's review. If this rejection is maintained, applicant requests more specific information as to the information found within the margin to which the objection is addressed.

The Office Action recites that "The title of the invention is not descriptive." Applicant has herein amended the title to recite "Method for Targeting Products and Services to Consumers." Applicant contends that this title is descriptive and respectfully requests that the objection to the title be withdrawn.

Drawings

The Office Action recites that "The subject matter of this application admits of illustration by a drawing to facilitate understanding of the invention. Applicant is required to furnish a drawing under 37 CFR 1.81(c)." Applicant herein submits a drawing entitled Figure 1. Support for Figure 1 is found throughout the specification as originally filed. For example, see page 3, line 26 through page 4, line 29. Applicant respectfully requests that the requirement for submission of a drawing be withdrawn in light of the addition of Figure 1.

Claim Objections

Claims 1, 6, and 9 are objected to based on various informalities. Applicant has herein amended claims 1, 6, and 9 to address the informalities identified in the Office Action. Accordingly, applicant respectfully requests that the objections based on these informalities be withdrawn.

Claim Rejections Under 35 U.S.C. § 101

The Office Action recites that "Claims 1-14 are rejected under 35 USC 101 because the claimed invention is directed to non-statutory subject matter." Applicant has herein amended claim 1 such that claim 1 now recites the step of "showing only products or services having those selected attributes to said person j." Applicant contends that claim 1, as amended, is directed to statutory subject matter and respectfully requests that the rejection under 35 U.S.C. § 101 be withdrawn.

Claim Rejections Under 35 U.S.C. § 102

The Office Action recites that "Claims 1-14 are rejected under 35 USC 102(b) as being anticipated by Herz et al., U.S. Pat. 5,835,087." Applicant contends that claim 1, as amended, includes at least one feature that is not disclosed, taught or suggested by Herz et al. Claim 1 is directed to a method for targeting products or services to a person. The claimed method includes the following features (among others):

- creating a database $A = [a_{ij}]$ including, for said person j, said universe of attributes V_i ordered by their calculated weight w_{ij} ,
- creating a database $P = [p_{ij}]$ including, for said person j, said universe of attributes V_i ordered by a corresponding objective interest level $Z_i = [z_1, z_2, \dots, z_N]$, wherein said objective interest level is determined by a vendor who intends to offer products or services to said person j; and
- consulting said databases A and P, matching said databases A and P, selecting from material databases attributes V_i whose importance, weight or sensibility w_{ij} are higher than a specific value, and showing only products or services having those selected attributes to said person j.

This means that a database is created (database A) including attributes that are ordered by weight, which is determined based on the importance, weight or sensibility of a person. Additionally, another database is created (database P) including the attributes ordered by an objective interest level where the objective interest level is determined by a vendor of the products or services. These databases are then consulted and matched to select attributes that are higher than a specific value, and only products or services having those selected attributes are shown to the person.

Herz is directed to a system for generation of object profiles for a system for customized electronic identification of desirable objects. In Herz, a target profile is constructed for a target object based on the frequency with which words appear in an article. In addition, a target profile interest summary is constructed for each user. The system then evaluates the target profiles against the user's target profile interest summaries to generate a user customized rank ordered listing of target objects most likely to be of interest to each user. *See abstract of Herz.* Herz, however, is devoid of creating a database with attributes ordered by a corresponding objective interest level that is determined by a vendor of products or services. Accordingly, Herz fails to disclose, teach or suggest each and every limitation of claim 1, as amended. Accordingly, applicant respectfully requests that the rejection of claim 1 under 35 U.S.C. § 102 be withdrawn.

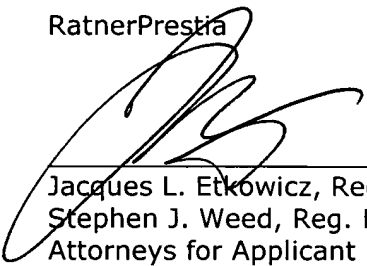
Claims 3-14 include all of the features of claim 1, from which they ultimately depend. Thus, claims 3-14 are also allowable over the art of record for the reasons set forth above and applicant respectfully requests that the rejection of these claims be withdrawn.

Conclusion

In view of the amendments and remarks set forth above, applicant respectfully submits that claims 1 and 3-14 are in condition for allowance and early notification to that effect is earnestly solicited.

Respectfully submitted,

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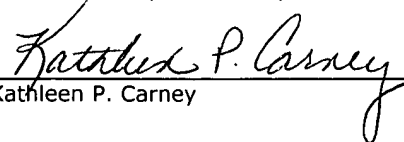
Attachments: Figure 1 (1 sheet)
Abstract
Specification as originally filed

Dated: March 6, 2007

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The Director is hereby authorized to charge or credit Deposit Account No. **18-0350** for any additional fees, or any underpayment or credit for overpayment in connection herewith.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on March 6, 2007.



Kathleen P. Carney